



**NEWS FROM SCDCA**  
**South Carolina Department of Consumer Affairs**  
**Brandolyn Thomas Pinkston, Acting Administrator**

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**FOR IMMEDIATE RELEASE**

**DEPARTMENT OF CONSUMER AFFAIRS TO PARTICIPATE IN AUTO ADVERTISING  
FORUM**

In efforts to foster a better understanding of advertising for automobile dealers, the **South Carolina Department of Consumer Affairs** is teaming up with the **South Carolina Automobile Dealers Association**, the **South Carolina Attorney General's** office, and state **Better Business Bureaus** to conduct a **statewide Automobile Advertising Forum**.

The forum is designed to assist dealers and advertisers in South Carolina understand and comply with state and federal advertising laws. Topics include:

- Unfair and Deceptive Trade Practices
- Credit Advertising
- Use of the Word 'free'
- Dealer Closing Costs
- Rebates and other issues frequently encountered in vehicle and credit sales and leases advertising.

Consumer Affairs Acting Administrator Brandolyn Thomas Pinkston and Pat Watson of the SC Automobile Dealers Association both agree that fair automobile advertising is crucial for everyone. We want to make doing business easy and fair for South Carolina automobile dealers *and* consumers.

**The Auto Advertising Forum is scheduled for Tuesday, October 14, from 10.30 a.m. -12 noon at the Ramada Plaza Hotel in Columbia (8105 Two Notch Road)**

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